



# SHORT-TERM Program

Non-degree Based  
[www.studyintaiwan.org](http://www.studyintaiwan.org)



**Foundation for International Cooperation in Higher Education of Taiwan (FICHET)**  
 Address: Room 202, No.5, Lane 199, Kinghua Street, Taipei City, Taiwan 10650, R.O.C.  
 Website: [www.fichet.org.tw](http://www.fichet.org.tw)  
 Tel: +886-2-23222280  
 Fax: +886-2-23222528



**Ministry of Education, R.O.C.**  
 Address: No.5, ZhongShan South Road, Taipei, Taiwan 10051, R.O.C.  
 Website: [www.edu.tw](http://www.edu.tw)



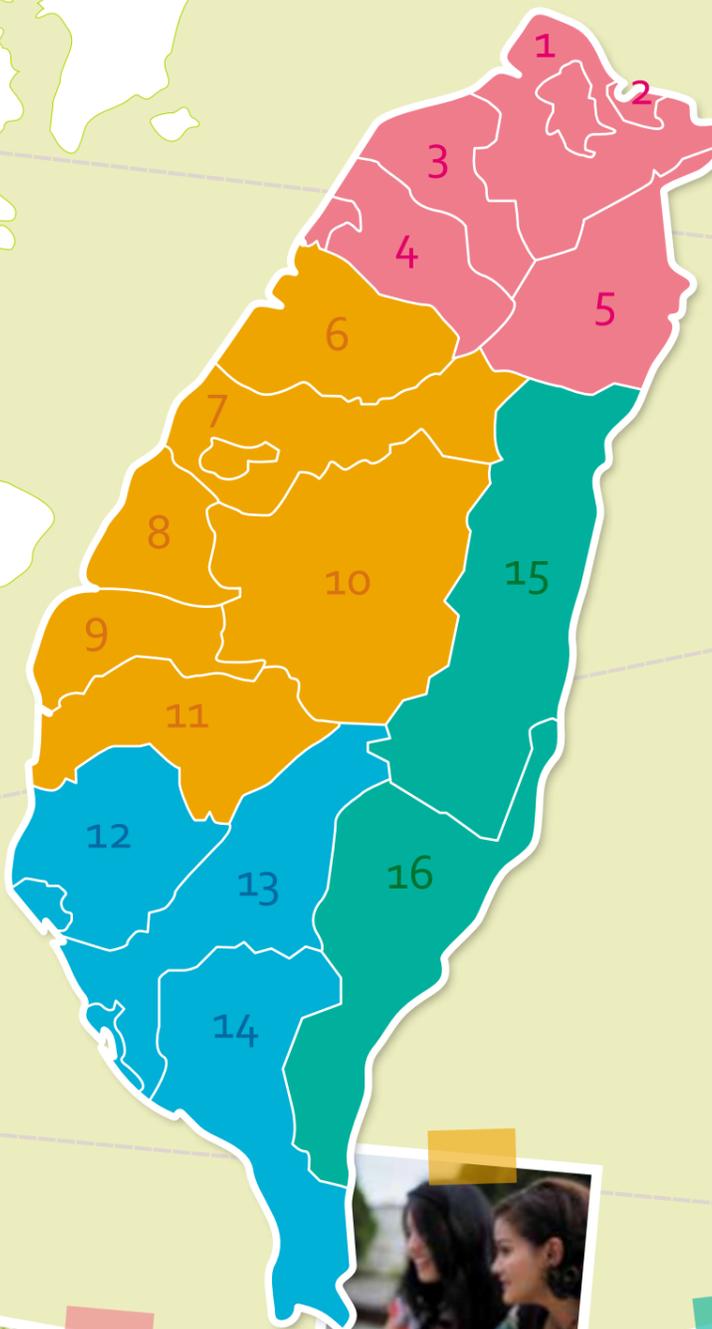
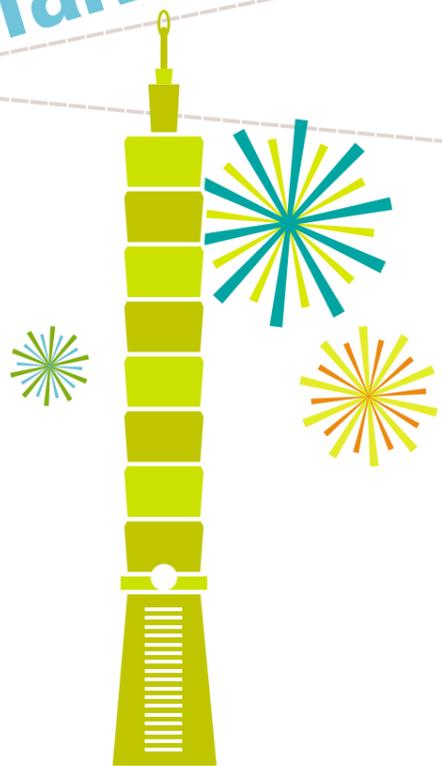


## Welcome to our friendly island paradise

Taiwan is a modern, free, and democratic society where people are hardworking, fun-loving, educated and friendly. Whatever your field of interest, we think you will find studying in Taiwan richly rewarding. We welcome you and hope you enjoy learning and adventure in Taiwan.



## Getting to know Taiwan



### NORTH

- 1 Taipei
- 2 Keelung
- 3 Taoyuan
- 4 Hsinchu
- 5 Yilan

### MIDDLE

- 6 Miaoli
- 7 Taichung
- 8 Changhua
- 9 Yunlin
- 10 Nantou
- 11 Chayi

### SOUTH

- 12 Tainan
- 13 Kaohsiung
- 14 Pingtung

### EAST

- 15 Hualien
- 16 Taitung



# Short-Term Program in Taiwan

Do you crave learning, travel and adventure? Short-term learning programs in Taiwan are ideal for those of you who yearn to learn, but have only a limited time to do so.

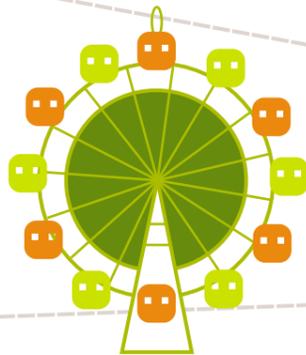


## Short-Term Programs

Short-term Programs, range in length from a few weeks to several months. You could have the experience of a lifetime during a holiday break, summer vacation or as part of a semester abroad.

## A Wide Variety of High Quality Programs

There are a wide variety of programs from which to choose, including Chinese language, Chinese culture, Chinese cinema, hotel management, commercial design and more. These Programs are provided by universities, institutes and accredited schools.



## Course Listing

- Humanities & Social Science
- Business & Management
- Technology & Engineering

## Study Plus Adventure

It is easy to travel within Taiwan while you are studying. Domestic airlines, bullet trains (high speed trains), and regional and city bus and train systems provide excellent transportation within Taiwan. International students will be amazed by Taiwan's world-class museums, stunning temples, precipitous gorges, forest-clad mountains and tropical seas.





# Humanities & Social Science

## National Chengchi University

Taipei

**U G** NCCU International Summer School (ISS) ●

The NCCU International Summer School (ISS) will give you a pretty comprehensive view of Taiwan in the global context, and its close connection to Asia-Pacific culture and economy. The NCCU ISS will enable you to:

- Interact with and learn from an international group of fellow students with diverse cultural backgrounds;
- Gain insight into Taiwan issues, Cross-Strait Relations, and Asia-Pacific affairs;
- Enhance Chinese proficiency from the best quality Chinese language program;
- Taiwan's unique landscapes and unparalleled ecological diversity.

July 2<sup>nd</sup> ~ August 9<sup>th</sup> 2012

T: +886-2-29393091 ext. 62026 | E: nccusummerschool@gmail.com | <http://oic.nccu.edu.tw/12summerschool/>

## National Taipei University of Technology

Taipei

**U G** Advanced Chinese ●

Enhance Chinese social ability from the best quality Chinese language course, and learn more Chinese culture.

February 7<sup>th</sup> 2012 and February 11<sup>th</sup> 2012

T: +886-2-27712171 ext. 1732 | E: miniyung@ntut.edu.tw | <http://www.sce.ntut.edu.tw/files/11-1118-5913.php>

**U G** Basic Chinese ●

Promote the student to interest to study Chinese, and has the regards, the communication, spot meal ability.

February 6<sup>th</sup> 2012, February 10<sup>th</sup> 2012 and February 11<sup>th</sup> 2012

T: +886-2-27712171 ext. 1732 | E: miniyung@ntut.edu.tw | <http://www.sce.ntut.edu.tw/files/11-1118-5913.php>

**U G** ICPT in Hanyu ●

The tuition does not include the textbooks and other teaching materials. All courses are offered on a non-credit basis. Students passing the examination and attending 3/4 of the classes can apply for the certificates at the end of the term. All students can apply ICPT at the end of the classes. Students passing the ICPT can apply for the certificates. Every hour could contain a 10 minute break if students need.

Tuition Refund: According to the government stipulations, the refund can only be made under the following circumstances. If the students decide not to attend the school before the classes start, 70% of the remaining tuition will be refunded. If the students attend less than 1/3 of the paid classes, 50% of the remaining tuition will be refunded. If the students have studied over 1/3 of the classes, no refund can be granted.

March 2012

T: +886-2-27712171 ext. 1742 | E: miniyung@ntut.edu.tw | <http://www.sce.ntut.edu.tw/files/11-1118-5913.php>

## National Taiwan Normal University

Taipei

**U G** Introduction to Taiwanese Culture ●

This course aims to give the students a panoramic overview of Taiwan history and culture in a broad historical context. It intends to introduce students to the kaleidoscope of Taiwan theatre, literature, cinema, history, culture, ecological environment and popular culture. The course is team-taught by a group of five teachers and will be conducted in English.

July 4<sup>th</sup> ~ July 27<sup>th</sup> 2012

T: +886-2-77341266 | E: elaine1009@ntnu.edu.tw | [http://ap.itc.ntnu.edu.tw/istudent/PT/content\\_english.jsp?sno=2011112301](http://ap.itc.ntnu.edu.tw/istudent/PT/content_english.jsp?sno=2011112301)

## National Taiwan University

Taipei

**U G** Summer+ Programs: +1 Summer Intensive Program for Chinese and Culture ●

NTU's summer+ "Plus One" program combines NTU Chinese Language program with thought-provoking Exploring Taiwan academic courses taught by experienced university professors. This combination is especially designed for international students who wish to master Chinese language while also gaining a deeper understanding of Taiwan's geography, society, and culture heritages. Exploring Taiwan courses are taught in English.

July 30<sup>th</sup> ~ August 24<sup>th</sup> 2012

T: +886-2-33662007 | E: jcchen2006@ntu.edu.tw | <http://www.oia.ntu.edu.tw/oia/index.php/doc/view/sn/682/block/259/lang/en>

**U G** Summer+ Programs: +2 Summer Program for Laboratory Research and Culture ●

NTU's summer "Plus Two" program combines Laboratory research with thought-provoking Exploring Taiwan academic courses taught by experienced university professors. This program gives you the opportunity and resources to engage in laboratory research at some NTU's modern, well-equipped laboratories. The Exploring Taiwan courses provide a broad and well-rounded summer experience where you earn deeper understanding Taiwan's geography, society, culture heritages. Exploring Taiwan courses are taught in English.

July 16<sup>th</sup> ~ August 24<sup>th</sup> 2012

T: +886-2-33662007 | E: michelleyun@ntu.edu.tw | <http://www.oia.ntu.edu.tw/oia/index.php/doc/view/sn/681/block/260/lang/en>

**U G** Summer+ Programs: +3 Biodiversity, Agriculture and Culture of Taiwan ●

Straddling northeast and southeast Asia at a point where Asia meets the Pacific, Taiwan has captured the interest of biodiversity researchers and nature lovers. The island is home to an abundance of tropical plants, animals and birds, some of which found to be in nowhere else on the earth. Two thirds of Taiwan are covered with natural forests, and more than 200 peaks rise above 10,000 ft (3,000 m). NTU's Summer+ "Plus Three" program is held by the College of Bioresources and Agriculture. It combines Biodiversity & Agriculture exploration with thought-provoking Exploring Taiwan academic courses conducted by experienced university professors. Taught in English, the Exploring Taiwan courses help you to gain a deeper understanding of Taiwan's fauna, flora, agriculture, and cultural heritage and aim to provide a broad, well-rounded summer experience.

June 23<sup>th</sup> ~ July 22<sup>th</sup> 2012

T: +886-2-33664215 | E: ntuciaee@ntu.edu.tw | <http://www.oia.ntu.edu.tw/oia/index.php/doc/view/sn/916/block/332/lang/en>

## National Yang-Ming University

Taipei

**U G** A summer Program on the Traditional Medicine, Taiwanese Culture and Art (TMTCA) ●

The National Yang-Ming University TMTCA program with credits is a one and half month program to introduce to international students with traditional medicine and Taiwanese culture and art. This program is to accept students for 7 weeks during summer break.

Courses are taught in English and on-site visits after lessons. Students can benefit from this program on:

- Basic knowledge of traditional medicine, especially acupuncture, acupoints, meridians, and Chinese herb therapy. In addition, students can also learn how the ancient apply ying-yang and five elements to the therapy of traditional medicine.
- Lectures are taught by well-experienced professors who also diagnose patients in the clinic. Students can benefit a lot through these teachers' valuable experiences of diagnosis through bedside training.
- Overall knowledge of Chinese culture and arts, ex. pottery, literature, history, etc.
- Interaction with Taiwan students and international students from different countries.

Offered courses ranged from Meridians, Basic Principle of Acupuncture, Energetic Message Medicine, Micro-Needle: Ear Needle & Weight-Control, Massage, Electro-Acupuncture & Needle-Knife Therapy to Clinical Observation on Chinese Medicine, students could learn useful knowledge from our summer program and also experience the mystery of Chinese Medicine.

July ~ September 2012

T: +886-2-28267000 ext. 2380 | E: yfchen4@ym.edu.tw | <http://issue.ym.edu.tw/cia/new/index.html>



### Tamkang University

Taipei

#### U Short Courses

Tamkang University offers a wide variety of short term courses, from intensive Mandarin courses to summer camps for overseas Chinese students, a renowned European Union Summer School program, a Taiwanese Culture Camp for Cross-Strait Universities, and even Chinese arts and craft courses for foreign students.

Each section contains 3 months.

T: +886-2-26296579 | E: [iec@mail.tku.edu.tw](mailto:iec@mail.tku.edu.tw) | <http://www.tku.edu.tw>

### Chung Yuan Christian University

Taoyuan

#### U G Mandarin General Course-1

- General class contains beginner level, basic level, intermediate level, and advanced level. Students will be assigned to the class which matches their Mandarin proficiency.
- There will be 15 hours in each week. The total section contains 180 hrs. Each class contains 5-10 students. Tuition fee is US\$900, room and board are not included.

Each section contains 3 months.

T: +886-3-2651324 (Sylvia); 2651320 (Anny) | E: [cmlcyu@cycu.edu.tw](mailto:cmlcyu@cycu.edu.tw) | <http://cml.cycu.edu.tw/cml/English/node/3467>

#### U G Mandarin General Course-2

- General class contains beginner level, basic level, intermediate level, and advanced level. Students will be assigned to the class which matches their Mandarin proficiency.
- There will be 15 hours in each week. The total section contains 180 hours. Each class contains 5-10 students. Tuition fee is US\$900, room and board are not included.

Each section contains 3 months.

T: +886-3-2651324 (Sylvia); 2651320 (Anny) | E: [cmlcyu@cycu.edu.tw](mailto:cmlcyu@cycu.edu.tw) | <http://cml.cycu.edu.tw/cml/English/node/3467>

#### U G Mandarin General Course-3

- General class contains beginner level, basic level, intermediate level, and advanced level. Students will be assigned to the class which matches their Mandarin proficiency.
- There will be 15 hours in each week. The total section contains 180 hours. Each class contains 5-10 students. Tuition fee is US\$900, room and board are not included.

Each section contains 3 months.

T: +886-3-2651324 (Sylvia); 2651320 (Anny) | E: [cmlcyu@cycu.edu.tw](mailto:cmlcyu@cycu.edu.tw) | <http://cml.cycu.edu.tw/cml/English/node/3467>

#### U G Mandarin General Course-4

- General class contains beginner level, basic level, intermediate level, and advanced level. Students will be assigned to the class which matches their Mandarin proficiency.
- There will be 15 hours in each week. The total section contains 180 hours. Each class contains 5-10 students. Tuition fee is US\$900, room and board are not included.

Each section contains 3 months.

T: +886-3-2651324 (Sylvia); 2651320 (Anny) | E: [cmlcyu@cycu.edu.tw](mailto:cmlcyu@cycu.edu.tw) | <http://cml.cycu.edu.tw/cml/English/node/3467>

### Kainan University

Taoyuan

#### U G 2012 International Summer Program

Study at Kainan University's International Summer Program and reap the many benefits of practicing the Chinese language and exploring Taiwanese culture! Along with language courses, a variety of cultural activities hold outside the classroom such as excursions to special sites are provided to encourage a more holistic approach to learning and to enrich students' real-life experience in Taiwan.

2012 July ~ August, 6 weeks (TBD)

T: +886-3-3412500 ext. 1022-1027 | E: [nc@mail.knu.edu.tw](mailto:nc@mail.knu.edu.tw) | [http://www.knu.edu.tw/OIPS/eng/main05\\_02.html](http://www.knu.edu.tw/OIPS/eng/main05_02.html)

### National Central University

Taoyuan

#### U G Chinese Language & Culture Immersion in Taiwan

The objective of this program is to immerse students into Chinese language and culture. The curriculum encompasses listening, speaking, reading and writing as well as daytime and evening tutorials all aimed at developing students' Chinese proficiency at all levels. This course also offers field trips to provide the participants an opportunity to familiarize themselves with Taiwan culture and to practice their Chinese in a native environment. When participants enroll in the program, they will be tested on their Chinese level to ensure that they are placed into an appropriate class that best matches their needs. This program aims to enable beginners to have basic communicative skills. Allow intermediate students to become fluent speakers and achieve high-level performance proficiency for advanced level students.

Please contact with CLC staff

T: +886-3-4227151 ext. 57085 | E: [chienyi@ncu.edu.tw](mailto:chienyi@ncu.edu.tw) | <http://www.ncu.edu.tw/~ncu7020/english/ncu/index.html>

### National Chung Hsing University

Taichung

#### U G Chinese Program for International Students

The Chinese Program is intended for those interested in learning Chinese language and culture. Managed by NCHU's Language Center, the Program consorts with the policy of academic internationalization promoted by MOE. The program comprises courses of elementary, intermediate, high-intermediate, and advanced levels. The elementary and intermediate levels focus on the acquisition of daily Chinese, while culture-oriented topics constitute the core of the high-intermediate and advanced courses. The classes are small in size. The instructors are all professionally trained and highly experienced.

##### WHY STUDY CHINESE AT NCHU?

Once accepted by our program, you're entitled to most of the rights enjoyed by NCHU's full-time international students. NCHU provides you an array of services, such as airport pickup and boarding information, to make your study at NCHU a comfortable journey. To learn more about them, explore our website or contact us by email or phone.

The regular programs open four terms per year. For more information, please visit our website: [http://www.nchu.edu.tw/~cnpm/chinese/courses\\_date\\_en.htm](http://www.nchu.edu.tw/~cnpm/chinese/courses_date_en.htm)  
Short-term intensive program can be negotiated on a case-by-case basis.

Please contact with CLC staff

T: +886-4-22840326 | E: [language@dragon.nchu.edu.tw](mailto:language@dragon.nchu.edu.tw) | [http://www.nchu.edu.tw/~cnpm/chinese/courses\\_date\\_en.htm](http://www.nchu.edu.tw/~cnpm/chinese/courses_date_en.htm)

### National Taichung University of Education

Taichung

#### U G Chinese Language Short Term Program

Chinese Language Short-Term Program is established to serve international students to enhance their Chinese skill with a set plan. The students will have a pre-test and be divided into different classes in according to their language abilities. All of our staff and teaching faculty are well-trained and have obtained the certificate of teaching Chinese as a second language form Ministry of Education in Taiwan. For more information about the program, please visit our website: [http://clc.ntcu.edu.tw/index\\_en.php](http://clc.ntcu.edu.tw/index_en.php)

Please contact with CLC staff

T: +886-4-22183286 | E: [clc@mail.ntcu.edu.tw](mailto:clc@mail.ntcu.edu.tw) | [http://clc.ntcu.edu.tw/index\\_en.php](http://clc.ntcu.edu.tw/index_en.php)

### Tunghai University

Taichung 

#### U G Summer Semester

We at the Language Centre see the interaction of real life experience and language study as very important, and hope that our students will use the skills they acquire in their lives. The marriage of linguistic expression with linguistic activity is an extremely effective teaching strategy, thus the CLC promotes language instruction that is connected to real life language, based on communication between teacher and students, and which allows students the opportunity to express themselves in real situations. Aside from language classes, complementary culture classes allow the students to experience Chinese culture firsthand. We care deeply about the results of students' study, and we happily assist all of our students to achieve their academic and linguistic goals.

June 26<sup>th</sup> ~  
August 24<sup>th</sup> 2012

T: +886-4-23590259 | E: clc@thu.edu.tw | <http://clc.thu.edu.tw/eng/about.htm>

### National Chi Nan University

Nantou 

#### U G International Interpretations of Chinese Culture

- Critical reading and discussion of recent scholarship on core aspects of Chinese civilization.
- Topics include early Chinese thought, ascendancy of Confucianism, Chinese religions, imperial political system, women in Chinese society and culture, influence of Chinese culture on Europe, China's re-encounter with the West, China's modernization, Chinese culture and world culture.
- Comparison with other cultures whenever possible will be made.

February 20<sup>th</sup> ~  
June 24<sup>th</sup> 2012

T: +886-49-2910960 ext. 3801 | E: syyang@ncnu.edu.tw | <http://www.tcsi.ncnu.edu.tw/>

#### U G Short-Term Chinese Language Program

- 6 weeks to 8 weeks (minimum 10 students).
- Class Hours: 8:30 to 12:00 Chinese language class, Monday through Friday, Culture courses in the afternoon.
- Arranged by requirement.

Case by case  
consultation

T: +886-49-2910960 ext. 3801 | E: syyang@ncnu.edu.tw | <http://www.tcsi.ncnu.edu.tw/>

### TransWorld University

Yunlin 

#### U Study Abroad @ TransWorld - Once-in-a-lifetime Experiences for International Students in Taiwan

Proven to be rewarding experiences once-in-a-lifetime for international students, The Office of International & Cross-strait Affairs of TransWorld University (TWU) has customized a one-week study abroad program since 2007 with joint efforts of faculty and staff members from the Department of Applied Foreign Languages, Department of Environmental Resources Management, Department of Early Childhood Educare, Department of Styling and Cosmetology, and Department of Product Design. TWU student ambassadors with bilingual communication skills from different Departments are selected and trained especially for this event.

International students participated in this meaningful program will gain a better understanding of lifestyle in Taiwan while appreciating Taiwanese culture and customs by attending classes, for instance, ceramic doll design, body painting, ecotourism education, interaction with nursery schoolchildren, cultural diversity, just to name a few. Apart from these, international students will have a chance to visit nearby scenic spots, for example, Huwei Hand Puppet Museum and Gukeng Coffee Factory. In their leisure time, they will also tour the night market, savor lots of exotic snacks, and drink pearl milk (bubble) tea. It is particularly noteworthy that they are accommodated in the five-star Campus Hotel served by our Tourism and Hospitality students!

Classes could be arranged upon the request of the group of students at any convenient time. For further enquiry, please kindly contact us at [cia@twu.edu.tw](mailto:cia@twu.edu.tw). Thank you.

Classes could be  
arranged upon the  
request of the group  
of students at any  
convenient time.

T: +886-5-5370988 #2234 | E: [cia@twu.edu.tw](mailto:cia@twu.edu.tw) | <http://international.twu.edu.tw/>

### Kun Shan University

Tainan 

#### U G Short-Term Program

In order to students from partner universities to learn more about professional skills and be able to master the skill of advance English (or Chinese), the summer/winter program held at Kun Shun Universities designed to be given in four to five weeks, including General English (or Chinese) and professional courses according to the needs.

Please contact  
with Office of  
International Affairs

T: +886-6-2050629 ext. 259 | E: [iod@mail.ksu.edu.tw](mailto:iod@mail.ksu.edu.tw) | <http://www.ksu.edu.tw/eng/unit/D/A/50/CIA/index.aspx>

### Southern Taiwan University

Tainan 

#### U G Chinese Language Study

- **Selective separation into small classes:**  
Classes are separated according to skill level and are characterized as beginner or intermediate. There is also a class designed to help with pronunciation. Student numbers are limited to 15 students per class.
- **Emphasis on listening, speaking, reading and writing comprehension:**  
Classes are designed to improve these 4 major areas of study: Chinese conversation, listening practice, reading comprehension and writing practice.
- **Incorporating daily and practical Chinese into curriculum:**  
The needs of the students are put first. Chinese teaching materials are pulled from real life experiences and are meant to help with daily living as well as supplement the practicality of core curriculum.
- **Fusion of language and culture:**  
All classes emphasize the importance of cultural understanding in order to help students grasp grammatical and cultural concepts that would otherwise be hard to understand without an introduction. Students not only learn the language but Taiwanese culture as well.
- **Usage of multimedia:**  
Classes such as beginner's conversation and Chinese for tourism use comics, movies and animation as part of their teaching materials.

Please contact with  
CLC staff

T: +886-6-2533131 ext. 6010-6011 | E: [chilance@mail.stut.edu.tw](mailto:chilance@mail.stut.edu.tw) | <http://clc.stut.edu.tw/>

### I-Shou University

Kaohsiung 

#### U G Chinese Season Course

To meet the increasing demand of Chinese language learning all over the world, I-Shou University established the Chinese Language Center, which offers a high quality Chinese learning environment with distinguished teaching quality.

The center designs and provides varied Chinese courses for foreign students and overseas Chinese. In addition to improving their Chinese proficiency, the courses bring students closer to Chinese and Taiwanese indigenous cultures, and facilitate the understanding of the similarities and difference among diverse cultures. During the program, a number of cultural activities and excursions are arranged to let students experience the vitality and the beauty of Chinese culture.

Please contact with  
CLC staff

T: +886-7-6577711 ext. 2604 | E: [peterchen@isu.edu.tw](mailto:peterchen@isu.edu.tw) | <http://www.isu.edu.tw/clc>

### National Pingtung University of Education

Pingtung 

#### U G Study Tour

NPUE offers a combined Mandarin Chinese language learning and Chinese cultural integration experience. In addition, the NPUE Mandarin Chinese learning experience will stay with you for life! We are looking forward to welcoming you to NPUE's Chinese Language Division.

Case by case  
consultation

T: +886-8-7226141 ext. 24000-24003 | E: [phoebebbg@mail.npue.edu.tw](mailto:phoebebbg@mail.npue.edu.tw) | <http://ice.npue.edu.tw>

# Business & Management

U | Undergraduate

G | Graduate

I | Internship

● | Over 90% Taught in English  
 ◐ | Under 50% Taught in English

◑ | 75%~89% Taught in English  
 ○ | Taught in Chinese

◒ | 50%~74% Taught in English  
 ▲ | Other



## National Chung Hsing University

Taichung

<b>G Business Analysis &amp; Evaluation</b> <span style="float: right;">●</span>	
The main goal of the course is to provide students with a broad, practical perspective to work on financial statement analysis to determine: 1.A reasonable assessment of the financial condition of the firm 2.What may be reasonable forecasts of its future position 3.Whether the firm is worthy of credit 4.The operation characteristics of the firm. Also, the course will present a contemporary framework for business valuation, using financial statement data to accomplish four key steps: analyzing business strategy, assessing accounting policies and estimates, evaluating financial performance, and forecasting a firm's future.	Please contact with staff
T: +886-4-22840515 or 22840547   E: tim@nchu.edu.tw   http://tim.nchu.edu.tw/	
<b>G Electronic Business</b> <span style="float: right;">◐</span>	
<ul style="list-style-type: none"> <li>Get a better understanding of e-business using enterprise applications: SAP Business One (leading enterprise resource planning system).</li> <li>Gain comprehensive knowledge, specifically designed for beginners and end-users.</li> <li>Discover the business basics and the key functions of enterprise applications.</li> <li>Master enterprise applications with exclusive practice test, tips, tricks, and more.</li> </ul>	Please contact with staff
T: +886-4-22840515 or 22840547   E: tim@nchu.edu.tw   http://tim.nchu.edu.tw/	
<b>G Electronic Commerce Website Development</b> <span style="float: right;">◐</span>	
<b>Appreciation of EC Website: What do they look like and what are they used for?</b> <ul style="list-style-type: none"> <li>E-Commerce and E-Business: Similarities and differences</li> <li>Business Process and Information Systems</li> </ul> <b>Development</b> <ul style="list-style-type: none"> <li>Business Process Requirement</li> <li>Development Process Models</li> <li>Steps: Analysis, Design, Coding, Maintenance</li> </ul> <b>Management</b> <ul style="list-style-type: none"> <li>Strategic Uses of IT and IS Planning</li> <li>Managing the Essential Technologies</li> <li>Managing System Development</li> </ul>	Please contact with staff
T: +886-4-22840515 or 22840547   E: tim@nchu.edu.tw   http://tim.nchu.edu.tw/	
<b>G Information Economics</b> <span style="float: right;">●</span>	
<ul style="list-style-type: none"> <li>Investment Under Uncertainty --- The Basics</li> <li>Value of a Project and the Decision to Invest</li> <li>Option valuation model I – binomial-tree</li> <li>Option valuation model II – the Black-Scholes model</li> <li>Firm Valuation</li> <li>Paper Discussions</li> </ul>	Please contact with staff
T: +886-4-22840515 or 22840547   E: tim@nchu.edu.tw   http://tim.nchu.edu.tw/	

<b>G Management of Industrial Research and Development</b> <span style="float: right;">●</span>	
<ul style="list-style-type: none"> <li>Provide understanding of the process, risks and rewards of R&amp;D, technological innovation and technology transfer.</li> <li>Provide understanding of the issues of, and methods for, managing R&amp;D, technology and technological innovation in order to create wealth and improve quality of life.</li> <li>Provide an interactive environment to facilitate discussions pertaining to R&amp;D Management.</li> </ul>	Please contact with staff
T: +886-4-22840515 or 22840547   E: tim@nchu.edu.tw   http://tim.nchu.edu.tw/	
<b>G Managing New Product Development</b> <span style="float: right;">●</span>	
Research and development (R&D) of products and services have emerged as one of the key themes of competitiveness after the 1990s. And yet, it is still treated in many firms as a "black hole" into which management pours lots of money, hoping that enough useful things come out to sustain the company for a few more years. The purpose of this course is to study the principles of the new product development from idea creation to launch to help students to understand the importance of new product development and how to use management techniques and tools to improve it.	Please contact with staff
T: +886-4-22840515 or 22840547   E: tim@nchu.edu.tw   http://tim.nchu.edu.tw/	
<b>G Online Brand Development</b> <span style="float: right;">●</span>	
<ul style="list-style-type: none"> <li>Introduce the concept of brand</li> <li>Compare the difference between traditional and online brand</li> <li>Introduce the brand development strategies in Internet era</li> </ul>	Please contact with staff
T: +886-4-22840515 or 22840547   E: tim@nchu.edu.tw   http://tim.nchu.edu.tw/	
<b>G Project Management</b> <span style="float: right;">●</span>	
The objective of the course is to outline the context Project Management can be applied, elaborate on the tasks each PM stage requires, and develop audience managerial capability in PM. Enabling students will familiar at least one industry/sector and examine its trajectory of technology innovation and relationships across and amongst its value chain.	Please contact with staff
T: +886-4-22840515 or 22840547   E: tim@nchu.edu.tw   http://tim.nchu.edu.tw/	
<b>G Strategic Management of Technological Innovation</b> <span style="float: right;">●</span>	
Enabling students will familiar at least one industry/sector and examine its trajectory of technology innovation and relationships across and amongst its value chain.	Please contact with staff
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## Hsing Kuo University of Management

Tainan

<b>U Business Management</b> <span style="float: right;">◐</span>	
<ul style="list-style-type: none"> <li>Over 90% Local Students.</li> <li>Over 85% Faculty Are with Doctor Degree Worldwide.</li> <li>Courses are Concentrated in the Functions of Management.</li> <li>Student Learning Exchange With Foreign University are Encouraged.</li> </ul>	Case by case consultation
T: +886-06-2870357   E: hkba@mail.hku.edu.tw   http://www.hku.edu.tw/en/	

# Technology & Engineering



National Chung Hsing University

Taichung 

## G Creativity and Technology Commercialization

The course gives an introduction of academic and managerial concept on creativity and technology commercialization. Having completed this course, students will learn the fundament concepts of creativity, innovation, creative leadership, creativity in teams and technology commercialization and their relevant knowledge, and learn to apply the knowledge into the practices.

Please contact with staff

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## G Internet Security Management

In addition to the basic computer science security information which is nice to know, this course also describes how to create security plans and architectures that meet e-Commerce graduates' specific needs. Students will get a broad and comprehensive understanding of security issue, and learn how to manage security on a daily basis and when security breaches occur.

Please contact with staff

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## FICHET: Your all – inclusive information source for studying in Taiwan

FICHET (The Foundation for International Cooperation in Higher Education of Taiwan) is a Non-Profit Organization founded in 2005. It currently has 118 member universities.

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 Fax: +886-2-23222528  
 E-mail: [fichet@fichet.org.tw](mailto:fichet@fichet.org.tw)  
[www.fichet.org.tw](http://www.fichet.org.tw)

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Short-Term Program!



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